

Recruitment Pack

Assistant Director Culture, Sport and Leisure

AD2 | £99,433 - £112,411 per annum

Be BOLD
Be BRILLIANT
Be BRADFORD



Great things happen here in Bradford

Big, young and diverse, we are home to more than half a million people, vibrant communities, innovative businesses and institutions. The district is alive with energy, enterprise and goodwill and represents unrivalled potential, a growing pipeline of talent and exceptional quality of life at the heart of the north. Urban, bustling, streetwise, with award-winning public realm, yet two- thirds rural with beautiful landscapes, and open spaces on the doorstep the district offers leisure and lifestyle opportunities to suit everyone. A dynamic cultural sector is at the heart of Bradford's vision for social and economic inclusion. The district has a proud cultural heritage and an eye catching and fertile contemporary offer, with world class exponents of literature, film, music, art and cuisine.

What we offer

At Bradford Council, we value our employees. Here is what you can expect when joining our team:

- Onboarding and mentoring: People are fully inducted, mentored, and supported by experienced colleagues.
- Growth and development: We provide an environment that nurtures personal and professional growth, with opportunities for career progression and upskilling.
- Diversity and inclusion: We champion diversity and inclusion, ensuring our workplace is one in which all can thrive.
- Work-life balance: We respect and promote a healthy work-life balance with flexible working arrangements whenever possible.
- Robust benefits package: We offer a comprehensive benefits package, including a competitive pension scheme, generous annual leave, and access to our employee benefits and shopping discounts scheme 'Vivup.'
- Contribution to community: Your work will have real-world impact on our community, making Bradford a better place to live, work, and play.
- Are you ready to make a difference? Join our team and be part of something special. Bradford Council - A great place to work and make a difference.

Why join Team Bradford at Bradford Council

One of the key elements of our Transformation Programme is the development of our workforce: equipping staff with the right skills and tools within a positive (high support, high challenge) organisational culture.

If you care about making a difference and believe in the work you do (or the work you want to do), then we want to hear from you. Our workforce changes lives, so whatever the job might be, if you want to do it to the best of your ability and are passionate about the district then we want you in Team Bradford.

As the leading employer in the district, we care about creating a great place to work. We want every employee to be able to say they love their job, whatever that might be.

What can you expect from Bradford Council as an employer?

- Local Government Pension Scheme
- Flexible working (including hybrid working)
- 35 days' annual leave
- Annual Travel Card and Discounted Car Parking
- Cycle to Work Scheme
- Service Excellence Awards Learning and Development
- The induction process, mentoring, and support of experienced colleagues.
- Metrofit Card and Club Active
- Bradford Credit Union
- Our recently introduced employee benefits and shopping discounts scheme 'Vivup'. The platform gives you access to:
 - Exclusive shopping discounts
 - 24/7 employee assistance programme (EAP)
 - Free will writing

About Bradford

From a cultural urban centre, to sweeping landscapes and stunning heritage towns – we have something for everyone across approximately 141 square miles, stretching across Airedale, Wharfedale and the Worth Valley. those moving to the area could choose Bradford city and the towns of Bingley, Ilkley, Keighley and Shipley or one of many other communities including Addingham, Baildon, Burley in Wharfedale, Cullingworth, Denholme, Eastburn, Eccleshill, Haworth, Menston, Oxenhope, Queensbury, Silsden, Steeton and Thornton. Please visit the Bradford website.

Bradford is the UK City of Culture 2025

The year is set to deliver more than 1000 new performances and events including 365 artist commissions, a series of major arts festivals as well as exciting national and international collaborations. Its themes will be rooted in the unique heritage and character of Bradford and will reveal the magic of the district that is held in its people, its ambition, and above all, its potential.

Bradford District has more to offer than you might think

A local economy that's valued at £12 billion. 10 million visitors a year. A compelling blend of the city and stunning countryside. The youngest district in the UK with nearly a third of the population aged under 20. And identified as the most improved city in the PricewaterhouseCoopers's Good Growth 2019 Index. And it's diverse – ethnic minorities form a third of the population with more than 150 languages spoken within the district. Geographically, our district includes the city of Bradford itself, the large town of Keighley and several smaller towns and villages many with their own strong and distinctive identities.

Be part of the **Team Bradford**

Bradford is a city on the rise, at the heart of that growth and ambition is our Environment Department. This role is a key member of the Environment leadership team. This cohesive and committed team is energetic and enthusiastic, seeking to make great strides in long lasting growth for our district.

We are looking for an inspirational leader to join our ranks and help us deliver on our growth and regeneration ambitions. The team has taken giant steps forward recently to deliver regeneration at scale and pace, we now want highly ambitious, visionary leaders who can help regain Bradford's central position as a leading UK city.

Interested in applying?

We are looking for inspirational leaders, who can embrace our vision, challenge to continuously improve, inspire and work collaboratively with others to achieve it. If you're ready for the career opportunity of a lifetime, please apply by sending a CV and supporting statement, no more than 2 pages to **rizwan.rehman@bradford.gov.uk**

Closing Date: Sunday 16th November 2025 Interviews 3rd December 2025*

**Please note the interview date could change to accommodate interest in this post*



Job Profile – Assistant Director Culture, Sport and Leisure (AD2)

Department: Environment

Responsible to: Strategic Director, Environment

Responsible for: Libraries, Theatres, Museums and Galleries, Sports Facilities, Sport and Physical Activities, Bereavement and Amenities Services, Markets

Job purpose

Lead and develop the Culture, Sport and Leisure Services within the strategic framework and according to statutory requirements. Ensuring that policies, systems and procedures are in place to enable effective service delivery that enhance the quality of life of the citizens of the Bradford District.

Build, nurture and sustain effective multi-agency partnerships ensuring the delivery of needs-led integrated, joined-up, fit for purpose and responsive services.

Corporate responsibilities

1. Contribute to the strategic leadership of the Council by establishing, leading, developing and implementing effective strategies and plans that will deliver the Council's priority outcomes.
2. Create, encourage and role model a culture of achievement and service excellence through efficiency and continuous improvement.
3. Inform, support and advise Elected Members so that they can fulfil their executive, scrutiny and representational responsibilities.
4. Design and implement service delivery standards and performance criteria and develop and mature key performance data.
5. Champion employee engagement and experience ensuring Bradford Council is a great place to work and has an inclusive culture in which all staff have a voice and are supported in achieving their potential.
6. Ensure the department resources are used and managed effectively, efficiently and sustainably and in accordance with Council Standing Orders and Financial Regulations.
7. Ensure that all decisions made across the department are based on sound risk management principles which comply with Council procedures and processes within its financial, legal, ethical and statutory frameworks.
8. Take collective responsibility for the delivery of the Council's transformation programmes.

Service focused responsibilities

1. Maximise the use and potential of the assets and resources available for the effective delivery of Sport and Leisure Services across the district, including activation of public spaces through co-ordination.
2. Management of Council assets such as museums, theatres, libraries, bereavement services and activity centres.
3. Research and analyse the needs of current and future communities in relation to Sport, Leisure and Cultural Services and plan and progress the realignment and different delivery options of services, accordingly, including preparation of services for outsourcing, trust, community and private sector management.
4. Raise the profile and develop the image of Bradford District's Blue/Green infrastructure, entertainment, attractions, and digital locations, leisure, sporting, culture, heritage and arts activity locally, regionally, nationally and internationally.
5. Be responsible for embedding a commercial and outcome-focused approach to service delivery, maximising income opportunities while ensuring value for money and high-quality outcomes for residents and act as accounting officer for such resources as necessary.
6. Contribute to, and influence, national, regional and local strategies and policies in relation to Sport, Leisure and Cultural Services including representing the Council as appropriate and giving presentations to conferences and seminars.
7. Develop, in partnership with others, initiatives which increase participation, usage and take-up in Sport, Leisure and Culture Services, particularly in relation to disadvantaged groups and individuals.
8. Lead on the development and implementation of Sport, Leisure and Cultural services capital and revenue projects including, feasibility studies, project management and operational management delivery options.
9. To be the Council's principal adviser for Bereavement Services and ensure that the service provided is sensitive to the needs of the districts diverse population and is delivered in compliance with all legislative requirements.
10. Ensure that the Sport, Leisure and Cultural Services can respond effectively to external incidents and disasters, and to carry out the designated role within major peacetime disaster scheme arrangements.
11. Lead on the strategic development and delivery of high-profile culture, sporting and leisure events.
12. Celebrate communities and artistic excellence through the developed management of Bradford Theatres and Museums.

13. Manage and support the development of Libraries, Community and Public Halls in partnership with local communities, their users and other potential stakeholders (e.g. Parish Councils).

14. Enthuse and engage communities for relevant collections, heritage activity and art forms through inspiring learning experiences provided by the Museums, Galleries and Heritage Services. Support their education and development by promoting access to Bradford's Libraries, Archive and Information Services.

15. Provide strategic leadership and operational oversight of the council's markets service, ensuring they are safe, well-managed, commercially sustainable, and contribute to local economic growth and community vitality.

| Dimensions of role (direct/ indirect as applicable) e.g. total number of staff managed/ total budget/ total scope of role |
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| <ul style="list-style-type: none"> • Manage a gross budget of: <ul style="list-style-type: none"> ◦ c.£30m expenditure ◦ c.£25m income ◦ c. £20m capital projects • Responsibility for a workforce of c500 |
| Structure Chart (role of direct reports) |
| <pre> graph TD SD[Strategic Director Environment] --- ADDS[Assistant Director Culture, Sport and Leisure] ADDS --- GM[General Manager Theatres] ADDS --- HL[Head of Libraries and Archives] ADDS --- MM[Markets Manager] ADDS --- MGM[Museums and Galleries Manager] ADDS --- SPA[Sports and Physical Activities Manager] ADDS --- SFM[Sports Facilities Manager] ADDS --- BSAM[Bereavement Services and Amenities Manager] </pre> |

Person Specification – Assistant Director Culture, Sport and Leisure

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| Qualifications | <p>A professional, academic or management qualification or relevant professional experience</p> <p>Evidence of sustained personal and professional development</p> |
| Experience | <p>Successful track record at a senior management level of achieving improved key priority outcomes in a comparable organisational context and environment</p> <p>Experience in the development, presentation and implementation of complex strategy and policy in a relevant area</p> <p>Extensive experience of effective corporate and collaborative working, building cross sector or cross service partnerships and relationships to deliver corporate and service priorities.</p> <p>Extensive experience of successful financial management including budget formulation, financial planning, monitoring and control, within tight financial limits in a complex organisation</p> <p>A track record of promoting, leading and implementing change programmes, delivering customer focused services, improving service quality, operational performance and culture</p> <p>Experience of applying high level understanding when exercising judgement in challenging and sensitive circumstances, providing advice at a senior level to local government, or a comparable organisation, to achieve corporate objectives</p> <p>Tangible evidence of leading and motivating people; developing a high performing culture with continuous service improvement and effective performance management</p> <p>A track record of promoting and delivering positive solutions to achieve diversity, equality of opportunity and preventing discrimination</p> |
| Skills and knowledge | <p>Understanding of the legal, financial and political workings of local government and current best practice on tackling the kind of challenges that face local government services</p> <p>Ability to develop rapport and work effectively with a diverse range of people, consulting with, listening to and understanding varying needs</p> <p>Ability to form sound, evidence-based judgments, find solutions to complex issues and problems, assessing risks and taking responsibility</p> <p>High degree of self-awareness, with the ability to own mistakes and move quickly to develop contingency and / or mitigation strategies</p> |

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| | <p>Ability to inspire, guide, motivate and develop people, to achieve high performance</p> <p>Ability to listen to and influence others, presenting information and arguments convincingly</p> <p>IT literate and able to manage information systems as necessary</p> |
| Other requirements | <p>Prepared to take an active role in the district affairs outside usual office hours, including weekends and holiday periods</p> <p>To participate in the Senior Leadership Team (SLT) Emergency Duty rota</p> <p>This post is subject to DBS requirements</p> <p>This post is politically restricted</p> |

Equal Rights and Diversity Statement

This statement outlines the Council's commitment to equality and diversity. We want to make our district a fairer and more equitable place for everyone in the district. The Council aims to eliminate discrimination, advance equality of opportunity and foster good relations across all protected characteristics in all its activities including its decision-making, policy development, budget setting, procurement and commissioning, service delivery and employment functions.

Pension

When you commence employment with the Council, you will immediately become a member of the West Yorkshire Pension Fund although under current regulations it is possible to opt out within the first three months.

Interview expenses

You may be able to claim travel and subsistence expenses incurred. Please discuss with the recruiting manager.

Trade Union membership

This Council supports the principle that all employees should be encouraged to be members of an appropriate trade union recognised for the purpose of negotiation and consultation.

Equality Act (2010)

As an equal rights employer we are committed to providing equality of access to employment and to development opportunities for people from all parts of the community. We particularly encourage applications from disabled people who are under-represented amongst our employees.

See below for information on the definition of disability, reasonable adjustments, guaranteed interview, alternative formats, rehabilitation of offenders, policy on employment of people with a criminal record.

Disabilities

Bradford Council has been awarded Disability Confident status by the Department of Work and Pensions. Disability Confident is a national scheme which aims to ensure that disabled people and those with long term health conditions can fulfil their potential and realise their aspirations.

Definition of Disability

The Equality Act 2010 defines a 'disabled person' for the purpose of the Act as a person who has a 'disability' if he or she has a physical or mental impairment which has a substantial and long-term adverse effect on her or his ability to carry out normal day-to-day activities.

- Physical impairments - This includes for instance, a weakening of part of the body (eyes, ears, limbs, internal organs etc.) caused through illness, by accident or congenitally. Examples would be Blindness, Deafness, Paralysis of a leg, Heart Disease, Diabetes, Epilepsy, ME. Mental health - This includes a clinically well recognised mental illness.

- Mental ill health can range from feeling a bit down to common disorders such as anxiety and depression and in limited cases to severe mental illness such as bi-polar disorder or schizophrenia. Some illnesses are persistent and may be classed as a disability while others come and go, giving the individual good and bad days. For example, someone with a mild form of depression with only minor effects may not be covered but someone with severe depression with substantial effects on their daily life is likely to be considered as disabled under the act.
- Learning Disability - For example Dyslexia, Asperger's Syndrome and Autism are also recognised disability conditions.
- Substantial - Put simply, this means the effect of the physical or mental impairment on ability to carry out normal day-to-day activities is more than minor or trivial. It does not have to be a severe effect.
- Long term adverse effect - The effect must have lasted, or be likely to last, overall, for at least 12 months and the effect must be a detrimental one.
- A person with a life expectancy of less than 12 months is also covered.

Reasonable adjustments

To support our aim of removing barriers to employment for disabled people we are committed to making any necessary reasonable adjustments. These adjustments may include modifying the selection process, the job role or the working environment. To assist us in planning to accommodate your individual needs (if any); it would be helpful if your application could be supplemented by any information you may wish to provide about your needs. This information will be treated as confidential within the recruitment process and will be used solely with your consent, for the purpose of enabling selectors (and our Occupational Health Unit if appropriate) to make a fair assessment of your capabilities.

Guaranteed interview

The Council has a policy to interview any disabled applicant who meets the essential special knowledge, experience and qualifications criteria. We also consider any reasonable adjustments that need to be made as we wish to ensure that disabled candidates needs are considered during the selection process. Please see www.bradford.gov.uk/jobs for more information.